

SCOPING PROCESS – MARCH 2007

Scoping is held early in the planning process to (1) inform the public about the project; (2) help identify issues or concerns related to the project that should be considered for determination of project alternatives and document preparation; and (3) allow for the integration for public information and input throughout the remainder of the planning process, as appropriate. The following summarizes the methods used to accomplish these objectives, including public announcements, open houses, agency contacts, and elected official briefings.

Announcements

Newsletter

In March 2006 a project newsletter was mailed to approximately 32,400 residents located within the initial study area, as well as the City of Riverside mayor, council members, manager, assistant managers, and all Board of Public Utilities members. The mailing list was developed using county assessor data from Riverside and San Bernardino counties for all parcels located within the study area shown on Map 1. The newsletter contained information on the project description, need, planning process, schedule, and public comment opportunities including team contact information, and announced two public open houses. The newsletter was distributed two weeks before the public meeting to allow people to plan for their attendance, and contained the information in both English and Spanish.

A second newsletter was distributed in January 2007 to approximately 26,000 people. Much of the information was similar, with the addition of extending the study area to the south where the new 69kV lines may be located, and included a discussion of SCE's involvement in the project. The process for developing the mailing list also was similar, except assessor database information was obtained only for those parcels located within 1 mile of the 230kV transmission line alternatives and .25 mile from the 69kV alternatives. The newsletter also announced an open house to provide an opportunity to receive scoping comments on the new project components. The mailing list will be updated throughout the project to include names of interested parties, such as those people who submit comments or attend public meetings.

Media Contacts

A display advertisement was printed in four newspapers to announce the public open houses in April 2006 and January 2007. Two of the publications were in Spanish. In addition, a press release announcing the open houses was distributed to five newspapers in 2006 and seven papers in 2007. The publications are listed below. Copies of the display ad and press release are included in Appendix B.

Display Advertisements and Print Dates

- Press-Enterprise (Wednesday, March 29, 2006 and Wednesday, January 17, 2007)
- La Prensa (Friday, March 31, 2006 and Friday, January 19, 2007)
- Hispanic News (Wednesday, March 22, 2006 and Wednesday, January 24, 2007)
- Black Voice (Thursday, March 30, 2006 and Thursday, January 18, 2007)

Press Release Distribution List

- Press Enterprise
- The San Bernardino Sun

- Inland Empire Community Newspapers
- Black Voice News
- Los Angeles Times
- Riverside County Record
- Inland Valley Bulletin

Website

Project information was placed on the RPU website at www.riversidepublicutilities.com. The website was provided in all open house announcements, including the newsletters, display advertisements, and press releases. The website contains general project information, as well as a copy of the planning process flow chart, newsletters, and study area map. Team contact information also was provided. The website can be viewed in either English or Spanish.

Telephone Information Line

In January 2007, prior to distribution of the second project newsletter, a telephone information line (951-710-5013) was established. The purpose of the information line was to provide access to meeting dates and allow callers to leave comments, requests to be added to the mailing list, or ask a project team member to contact them. RPU has been maintaining a contact log of all calls received through the information line.

Public Open Houses

Two public open houses were held on Wednesday, April 5, and Thursday, April 6, 2006, to introduce the project to the public and receive public comments. Both meetings were held at the Riverside Municipal Airport between 6 p.m. and 8 p.m. The meetings were conducted in an “open house” format to allow the public to attend at their convenience. Attendees were asked to sign in for inclusion on the mailing list, provided with a comment form in either English or Spanish, and directed around the room to review an informational video presentation and project displays. The displays were organized in stations according to topic, which included project purpose and need, project description, planning process and schedule, and project maps.

Project team members were available at each display station to review the information and answer any questions. Information presented included project purpose and need, description, schedule, planning process, environmental studies, and team contact information. Six people attended the meeting on April 5 and eight people attended the meeting on April 6. A total of three comment forms were returned at the meeting, and project team members took notes on flip charts near the display boards to record verbal comments they received.

The second project open house was held on January 25, 2007 at the Riverside Municipal Airport between 4 p.m. and 8 p.m. The meeting format and much of the information presented was the same as the April 2006 meetings. The January 2007 meeting was attended by 29 people. Two comment forms were returned at the meeting and two forms were returned by mail.